AMENDMENTS TO THE CLAIMS

Please amend the claims as follows. Please cancel claims 20-36 without prejudice or disclaimer.

1. (Currently Amended) A method of computing price discounts for an electronic commerce order, said method comprising:

categorizing applicable price discounts for an individual customer order;

computing valid combinations of price discounts for said individual customer order;

combining said valid combinations of price discounts into a price discount group;

selecting an optimal price discount based on said price discount group; and

outputting said optimal price discount,

wherein said individual customer order comprises at least one order line item,

wherein said at least one order line item comprises a unique item identifier, a quantity ordered identifier, and a price per unit identifier for each item being ordered,

wherein said unique item identifier comprises a stock keeping unit (SKU) identifier,

wherein said applicable price discounts are based on a customer's identity, date of order, identities of individual items purchased, combinations of items purchased, quantity of items purchased, and total price of items purchased,

wherein said price discounts comprise a fixed percentage off price discount, a fixed dollar amount off price discount, a free merchandise rebate price discount, and a combination discount thereof, and

wherein a discount object command is created when said price discount group is selected,

wherein said discount object command binds said price discounts to a respective item in said order.

20-36. (Cancelled).